

C L A I M A M E N D M E N T S
C L E A N F O R M

Please **SUBSTITUTE** the following claims for the pending claims of the same number. Claims 1, 32, 63, 65 and 66 have been **AMENDED** herein, and are indicated as such and present in **bold face type**.

1. **(AMENDED)** A method of calculating a purchase total for a transaction, the method comprising the steps of:

 receiving a plurality of product identifiers, each of the product identifiers representing a respective product to be purchased;

 calculating an initial purchase total for the transaction based on respective first prices for each of the products to be purchased;

 determining whether the initial purchase total is at least equal to a predetermined threshold purchase total; and

pl if the initial purchase total is at least equal to the predetermined threshold purchase total, calculating a reduced purchase total for the transaction based on respective second prices for each of the products to be purchased,

 at least one of the respective second prices being lower than the corresponding first price for the product to be purchased,

 wherein at least one of the respective second prices is calculated based on at least one of (i) the first price, (ii) a cost associated with the corresponding product, and (iii) a minimum profit amount, and

 wherein a percentage difference between one first price and the corresponding second price for a first product to be purchased in the transaction is different than

 a percentage difference between another first price and the corresponding second price of a second product to be purchased in the transaction.

2. A method according to claim 1, further comprising the step of retrieving the first and second prices from a database.

432 3. (TWICE AMENDED) A method according to claim 2, wherein the retrieving step is completed before the step of calculating the initial purchase total.

4. A method according to claim 2, wherein a portion of the retrieving step is performed after the step of calculating the initial purchase total.

5. A method according to claim 1, further comprising the step of applying the reduced purchase total as a final purchase total for the transaction.

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cont'd 6. A method according to claim 1, further comprising the steps of:
determining whether the reduced purchase total is less than the predetermined threshold purchase total; and

if the reduced purchase total is less than the predetermined threshold purchase total, applying the initial purchase total as a final purchase total for the transaction.

7. A method according to claim 1, wherein the receiving step includes entering the product identifiers into a point of sale terminal.

8. A method according to claim 7, wherein the entering step includes using a bar code reader to read respective bar codes on the products to be purchased.

9. A method according to claim 1, wherein the receiving step includes receiving product identifiers entered by a customer via a Web site.

10. A method according to claim 1, wherein the receiving step includes entering product identifiers into a computer terminal in response to communication with a customer.

11. A method according to claim 1, further comprising the step of displaying the first and second prices in a retail store.

12. A method according to claim 1, further comprising the step of displaying in a retail store the first prices and respective discount amounts which define the second prices.

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13. A method according to claim 1, further comprising the step of displaying in a retail store the first prices and respective discount percentages which define the second prices.

14. A method according to claim 1, further comprising the step of printing the first and second prices in a catalog.

15. A method according to claim 1, further comprising the step of displaying the first and second prices on a monitor component of a customer's computer in response to the customer accessing a Web site.

32. (AMENDED) A method of calculating a purchase total for a transaction, the method comprising the steps of:

receiving a plurality of product identifiers, each of the product identifiers representing a respective product to be purchased;

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calculating an initial purchase total for the transaction based on respective first prices for each of the products to be purchased;

determining whether the initial purchase total is at least equal to a predetermined threshold purchase total; and

if the initial purchase total is at least equal to the predetermined threshold purchase total, calculating a reduced purchase total for the transaction based on respective second prices for each of the products to be purchased, at least one of the respective second prices being lower than the corresponding first price for the product to be purchased,

wherein a percentage difference between one first price and the corresponding second price for a first product to be purchased in the transaction is different than

a percentage difference between another first price and the corresponding second price of a second product to be purchased in the transaction.

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57. The method of claim 32, further comprising:
retrieving the first and second prices from a database.
58. The method of claim 32, wherein the method is performed by a point-of-sale terminal.
59. The method of claim 58, wherein the method is performed by a point-of-sale terminal in a grocery store.
- B5 60. The method of claim 32, further comprising:
applying the reduced purchase total as a final purchase total for the transaction.
61. The method of claim 32, wherein the method is performed by a computer in response to a purchase by a remote customer of a web site.
62. The method of claim 61, further comprising:
causing the reduced purchase total to be displayed to the customer.
63. **(AMENDED) The method of claim 32, wherein the predetermined threshold purchase total comprises a minimum purchase total, and wherein**
the step of determining whether the initial purchase total is at least equal to a predetermined threshold total further comprises determining whether the initial purchase total is less than a predetermined maximum purchase total,
thereby determining whether the initial purchase total is within a predetermined range of purchase totals.
64. The method of claim 32, wherein the predetermined threshold purchase total comprises at least one of (i) a purchase total of a single transaction, (ii) a purchase total of a plurality of transactions, and (iii) an average purchase total of a plurality of transactions.

65. (AMENDED) The method of claim 32, wherein at least one of the plurality of product identifiers corresponds to at least two pricing tiers that are groups of prices, wherein the first price is associated with a first group of prices and the second price is associated with a second group of prices.

66. (AMENDED) The method of claim 65, wherein the first group of prices is associated with a first predetermined threshold purchase total and the second group of prices is associated with a second predetermined threshold purchase total.

67. The method of claim 32, further comprising:
determining an amount that is a difference between the initial purchase total and the predetermined threshold total.

68. The method of claim 67, further comprising:
determining at least one of the respective second prices of at least one of the products to be purchased based on the difference.

69. The method of claim 32 wherein at least one of the respective second prices of at least one of the products to be purchased is determined based on purchasing history data associated with a customer that is associated with the transaction.

70. The method of claim 32 wherein the predetermined threshold purchase total is selected based on purchasing history data associated with a customer that is associated with the transaction.

71. The method of claim 32 wherein at least one of the predetermined threshold purchase total and the respective second prices is selected based on a customer identifier of a customer that is associated with the transaction.